

FIG. 1

DIRECT MARKETING SYSTEM UTILIZING NETWORK

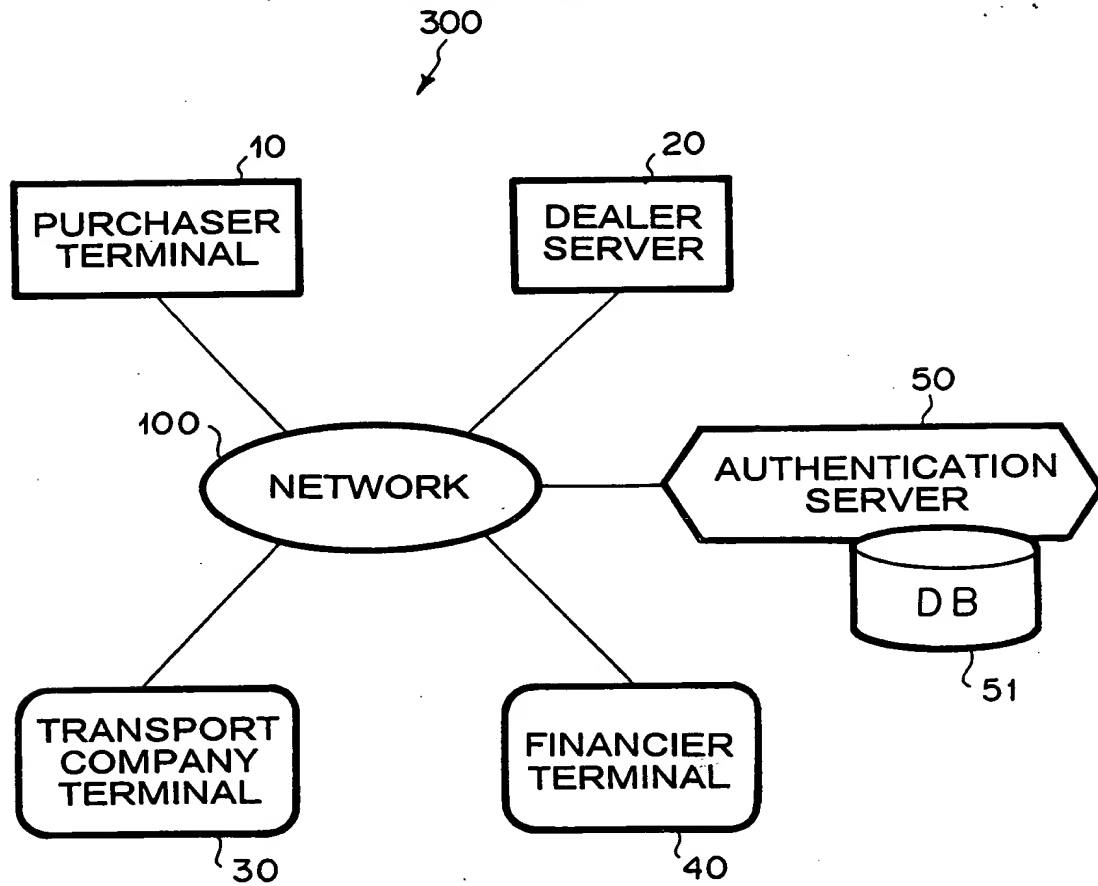


FIG. 2A

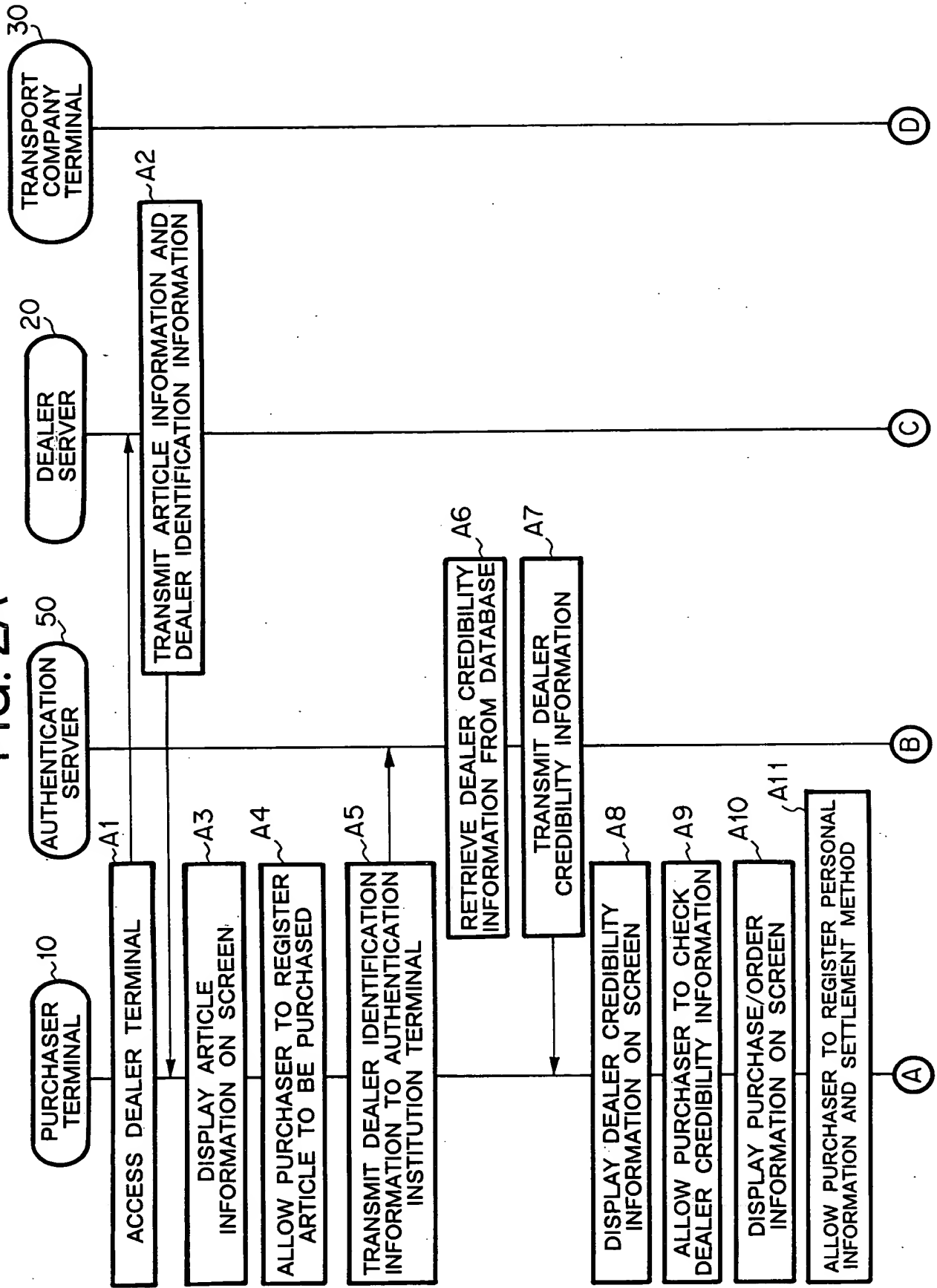


Figure 3.3: Sample Article List Form

FIG.3

ARTICLE LIST			
ARTICLE NAME	ARTICLE NUMBER	PRICE	PURCHASE
COMPACT DISC A	XXXXX1	¥2,500	<input type="checkbox"/>
COMPACT DISC B	XXXXX2	¥2,800	<input checked="" type="checkbox"/>
COMPACT DISC C	XXXXX3	¥3,000	<input type="checkbox"/>
COMPACT DISC D	XXXXX4	¥2,000	<input type="checkbox"/>
COMPACT DISC E	XXXXX5	¥2,000	<input checked="" type="checkbox"/>

CHECK CREDIBILITY
INFORMATION

TO PURCHASE
↑
PROCEDURES

FIG.4

CREDIBILITY INFORMATION	
DEALER NAME	XY DIRECT
ADDRESS	1-2 XX CHOU CHUOU-KU TOKYO
U R L	www.marubatsu.co.jp
SELLING RECORDS	23,456
NUMBER OF RETURNS	78
DAYS TAKING UNTIL PURCHASER RECEIVES ORDERED ARTICLE	AVERAGE 3.4 DAYS
DEALING STATUS WITH FINANCIAL INSTITUTIONS	NO PROBLEM

FIG.5

PURCHASE/ORDER INFORMATION			
ARTICLE NAME	ARTICLE NUMBER	PRICE	
COMPACT DISC B	XXXXX2	¥2,800	
COMPACT DISC E	XXXXX5	¥2,000	
TOTAL		¥4,800	
ADDRESS		NAME	TELEPHONE NUMBER
1234 XX CHOU YY SHI ZZ PREFECTURE		XX YAMADA	0123-45-6789
PAYMENT METHOD			
<input type="checkbox"/> CASH ON DELIVERY	<input type="checkbox"/> POSTAL TRANSFER	<input type="checkbox"/> BANK TRANSFER	<input type="checkbox"/> PAY AT CONVENIENCE STORE
<input checked="" type="checkbox"/> CREDIT CARD	CREDIT CARD NUMBER	1111-2222-3333-4444	
VALID UNTIL		2005/12	
<div>SEND</div>			

FIG.6

CREDIBILITY INFORMATION	
ORDERER NAME	XX YAMADA
ADDRESS	1234 XX CHOU YY SHI ZZ PREFECTURE
TELEPHONE NUMBER	0123-45-6789
PURCHASE RECORDS	7
NUMBER OF TIMES OF TRANSFER IN ARREAR	1
NUMBER OF TIMES OF ACCOUNT BALANCE SHORTAGE	0
FINANCIAL INSTITUTION INFORMATION	NO PROBLEM

Figure 7 shows the layout of the check content of order form. The form is divided into several sections: Article Name, Article Number, Price, Address, Name, Telephone Number, Payment Method, and Credit Card Information. The form is designed to be filled out by the customer and then submitted to the merchant.

FIG.7

CHECK CONTENT OF ORDER			
ARTICLE NAME		ARTICLE NUMBER	PRICE
COMPACT DISC B		XXXXX2	¥2,800
COMPACT DISC E		XXXXX5	¥2,000
TOTAL			¥4,800
ADDRESS		NAME	TELEPHONE NUMBER
1234 XX CHOU YY SHI ZZ PREFECTURE		XX YAMADA	0123-45-6789
PAYMENT METHOD			
<input type="checkbox"/> CASH ON DELIVERY	<input type="checkbox"/> POSTAL TRANSFER	<input type="checkbox"/> BANK TRANSFER	<input type="checkbox"/> PAY AT CONVENIENCE STORE
<input checked="" type="checkbox"/> CREDIT CARD	CREDIT CARD NUMBER 1111-2222-3333-4444		
VALID UNTIL		2005/12	
<div>OK</div>			

FIG.8
PRIOR ART

